

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

LSM2027 SOCIAL MEDIA STRATEGIES

(All sections)

1 MARCH 2019

9.00 am – 11.00 am

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **ONE** printed page with **TWO** section **ONLY**.
2. Answer **THREE QUESTIONS**. Question 1 **SECTION ONE** is **COMPULSORY**.
3. Write your answers in the **Answer Booklet** provided.

SECTION A: STRUCTURED QUESTION. [20 MARKS]**Instruction:** Answer **ALL** questions.

1. Develop Social Media Business Plan based on Margareta (2002) Business Plan Model. The Social Media Business Plan should include the following:
 - a. Anti-nuclear campaign by NGO
 - b. Target group includes public, government, international activist and politicians
 - c. Campaign target for 3 years
 - d. Expected outcome includes seminar, forum, social media campaign
 - e. Budget allocation RM500,000.00
 - f. Multiple channels strategy

(20 marks)

SECTION B: SHORT ANSWER QUESTION. [30 MARKS]**Instruction:** Answer **TWO** questions only.

1. Social selling relies on long-term relationship-building rather than a transactional 'buy-now' approach. Explain the process of social selling.

(15 marks)
2. Explain the importance of social media planning in campaign.

(15 marks)
3. Briefly explain the purpose of auditing social media strategies performance.

(15 marks)
4. Explain the hierarchy of social media involvement involving public as a stakeholder.

(15 marks)

End of Paper

